



## 2016 Agency and Political Consultant Campaign Description Form

Agency and Political Consultant EMMA entrees are judged on creativity, multiplatform campaign elements and 'winning' results for clients.

**Consultant/Agency Name:** Horizon Media, Inc.

**Consultant and Agency Category:** Which EMMA category are you entering? Select one:

- Mid-sized Agency (100-300 employees)
- Large Agency (300+ employees)
- Political Consultant/Agency

General market agencies please complete the following questions. (Political starts on page 2).

**Ad Campaign Name:** Big Belli Custom Content Series

**Advertiser Name:** Stanley Steemer

**Advertising Category (e.g.: Automotive, Furniture, etc.):** Home Cleaning Service

1. **Challenge.** What is your client's business and what was their business challenge?

Stanley Steemer is the industry leader in carpet and floor cleaning. One of our priority objectives in 2016 is to continue to grow their brand by increasing sales and number of jobs booked.

2. **Objective.** What was the campaign objective?

We wanted to target the younger portion of our client's demo, specifically the Expecting and New Mom Market. Horizon Media partnered with Big Belli Productions and CBS360 to develop a truly customized opportunity for Stanley Steemer, where viewers could follow the lives of expectant and new parents respectively, in an effort to showcase the cognitive and emotional transitions new mothers go through. Pregnancy and motherhood is a transformation event, offering a breakthrough customer acquisition moment and new brand alignment to a highly desirable audience.

Four million women give birth annually - this is an evergreen market with 16,000 brand new pregnancies each day. 98% of these women go through at least one nesting phase, while 48% go through a hyper nesting phase. Moms are the “gatekeepers” to virtually all family-related purchases and are a highly engaged, information-seeking audience.

3. **Plan.** Why did you plan local broadcast TV?

We know that our target audience are heavy news viewers. News is informative and its viewers are loyal, similar to Stanley Steemer’s messaging and customers. Only ~10% of our Home Proud target have children 3 or under in the HH, making this an ideal opportunity to bring new customers into the Stanley Steemer Brand. We utilized Big Belli to create branded content that educates this engaged consumer about the importance of keeping a clean and healthy home both in preparation for the baby’s arrival, and once the baby comes home. As part of an overall package that includes a paid media schedule, CBS O&O markets also air Stanley Steemer’s content piece during Morning News spanning from Q2 through Q4’16.

4. **Platforms.** Which TV station ad platforms did you buy? (Please describe the elements and contributions of each platform to the overall marketing campaign, rather than providing flight dates and schedule):

- On-air: yes
- Online: yes
- Mobile: yes

The Stanley Steemer custom content series (:60s) highlighted targeted topics such as clean home environments, carpets and floors during both the journey of pregnancy & new baby. We engaged our core audience of moms during live CBS local morning newscasts in 12 CBS O&O markets. Additionally, content was integrated into CBS local websites via :15 non-skip clickable pre-roll, :60 in-banner video units, high impact health page takeovers with built-in video segment and mobile message units. Stanley Steemer was also granted distribution rights on their “owned” social media channels, Facebook page & YouTube. The content lets viewers experience those heartfelt family moments and boosts that exposure through digital extensions making Stanley Steemer a pivotal part of maintaining a cleaner & healthier home.

5. **Results.** Please share results. How did the campaign make the register ring?

From May 16th through July 1st, this content has been seen by 3.5 million women across the country, 659,766 (22%) more than estimated. We’re still on air, so final results have not yet been determined.

6. **Scale.** Do you have plans to scale this campaign to more markets?

We utilized all of the CBS owned properties where we retain Stanley Steemer business, but look forward to executing something of this magnitude again in the near future.

7. **Tell Us More.** What else would you like the judges to know?



8. **Bonus.** Earn bonus points by submitting a video testimonial from your client.

Examples of online, mobile and on-air pieces below.

Pencil Pushdown Preview Link:

<http://studio.mixpo.com/videoad/d6VzSs69Q220esB7NbxgxA/Pushdown>

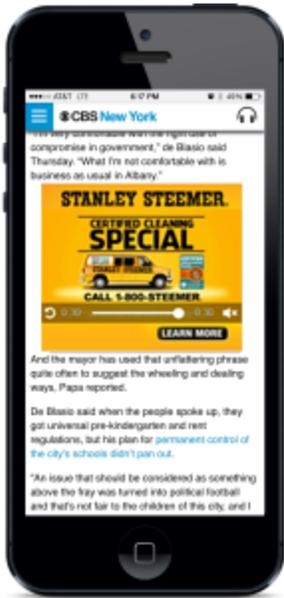
300x600 Preview Link:

<http://studio.mixpo.com/videoad/xaFp82rbS-itNxCNlvfEzw/St Stanley-Steamer-300x600>

300x250 Preview Link:

[http://studio.mixpo.com/videoad/zsM54w\\_-SJOdu0tuHUEerg/St Stanley-Steamer-300x250](http://studio.mixpo.com/videoad/zsM54w_-SJOdu0tuHUEerg/St Stanley-Steamer-300x250)

Mobile 300x250 Mockup: See image below:



:60 Custom Content Series Spots:

1st spot “Who do you want to be” ran in May around Mother’s Day <https://vimeo.com/165937121>

2nd spot “Dad” ran in June around Father’s Day <https://vimeo.com/169159788>